

---

# DATA DRIVEN DECISIONS VS HYPERANALYSIS





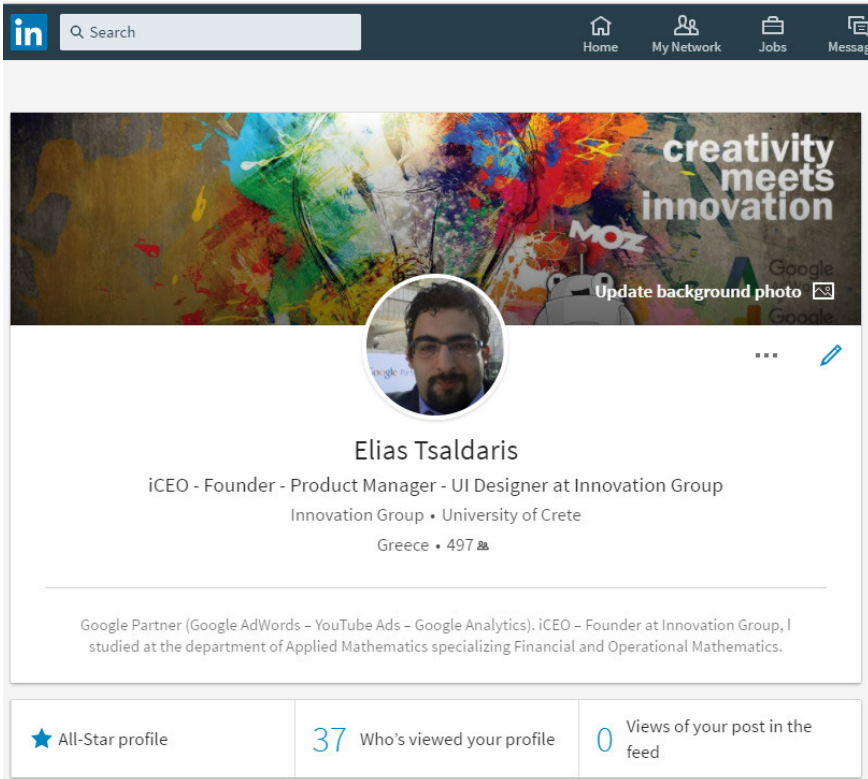
**reject analysis paralysis**

— *George Lois* —



**innovationgroup**  
Advertising/Digital Marketing/Web Design

# My Data



LinkedIn profile of Elias Tsaldaris. The header features a banner with the text "creativity meets innovation" and "MOZ". The profile picture shows a man with a beard and glasses. The name "Elias Tsaldaris" is displayed, followed by his title "iCEO - Founder - Product Manager - UI Designer at Innovation Group" and "Innovation Group • University of Crete". The location is "Greece • 497". A bio section mentions "Google Partner (Google AdWords - YouTube Ads - Google Analytics), iCEO - Founder at Innovation Group, I studied at the department of Applied Mathematics specializing Financial and Operational Mathematics." The bottom section shows "All-Star profile", "37 Who's viewed your profile", and "0 Views of your post in the feed".



Facebook profile of Elias Tsaldaris. The header shows the name "Elias Tsaldaris" and a search bar. The profile picture is a small photo of the man. The cover photo is a large image of a box labeled "PAY PER CLICK 75€" and "Google AdWords 75€". The name "Elias Tsaldaris" is overlaid on the cover photo. Below the cover photo, there are tabs for "Χρονολόγιο", "Πληροφορίες", "Φίλοι 1.532", "Φωτογραφίες", and "Περισσότερα". A button "Επεξεργασία προφίλ" is visible.

# Make the ads that you see more useful to you

Control the information Google uses to show you ads



These settings apply across your browsers and devices when you're signed in to Google as **innovationgroup.com.gr@gmail.com**

Ads Settings works differently when you sign in to multiple accounts. [Learn more](#)



## TOPICS THAT YOU LIKE

## TOPICS THAT YOU DON'T LIKE (0)

Remove topics that you don't like and add ones that you do to make the ads you see more useful to you. Topics will also be added as you use some Google services (ex: when you watch a video on YouTube). We're working to include topics from other Google services.

Action & Adventure Films	Action & Platform Games	Advertising & Marketing
Arts & Entertainment	Audio Equipment	Australian Football
Autos & Vehicles	Banking	Beauty & Fitness
Blues	Boating	Boats & Watercraft
Books & Literature	Business & Industrial	Business & Productivity Software
Business News	Car Rental & Taxi Services	Cats
Celebrities & Entertainment News	Classical Music	Classifieds
Comics & Animation	Computer & Video Games	Computers & Electronics
Coupons & Discount Offers	Dance & Electronic Music	Document & Printing Services
Dogs	Education	Electronics & Electrical
Enterprise Technology	Event Ticket Sales	Executive & Management Jobs
Finance	Folk & Traditional Music	Food & Drink
Football	Games	Graphic Design



**innovationgroup**  
Advertising/Digital Marketing/Web Design



Bundle view

Item view

Delete activity by

Other Google activity

Activity controls

My Account



Help



Send feedback

Today



Some activity may not appear yet

ITEMS  
197

CHROME

SEARCH

ANDROID

YOUTUBE

IMAGE SEARCH

VIDEO SEARCH

1:13 pm



Google



Visited [Welcome to My Activity](#)

Details • Search

Watched [Google - Micro Moments](#)

[Álvaro Salcedo](#)

Details • YouTube



→ 62 items

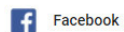
1:00 pm

Search, Home and more



→ 24 items

12:50 pm



Facebook



Visited (1) [Facebook](#)



Yesterday



ITEMS  
352

CHROME

SEARCH

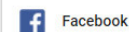
ANDROID

YOUTUBE

IMAGE SEARCH

ADS

1:19 am



Facebook



Visited [Facebook - Log In or Sign Up](#)

Details • Search



Visited [Facebook](#)

Details • facebook.com



→ 77 items

11:35 pm



Gerente



Visited [Innovation Group](#)

Details • Chrome

Visited [Innovation Group - Αρχική σελίδα](#)

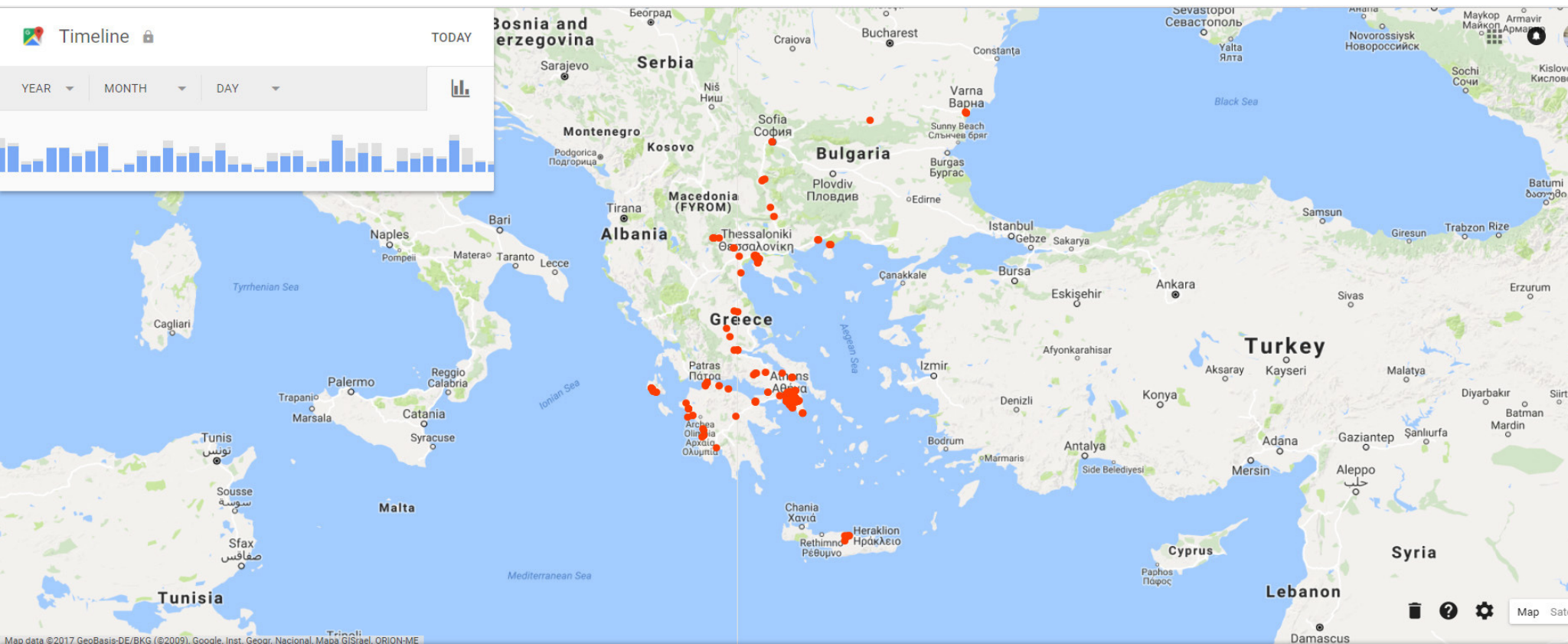
Details • business.facebook.com

→ 5 items

11:19 pm



innovationgroup  
Advertising/Digital Marketing/Web Design



Map data ©2017 GeoBasis-DE/BKG (©2009), Google, Inst. Geogr. Nacional, Mapa GISrael, ORION-ME

← 350 places

Most visited

Visited

622 unconfirmed

1

Averof 76

Nov 12, 2015 + 461 days

2

Averof 73

Jun 19, 2017 + 187 days

3

Ikarieon 24

Jun 7, 2016 + 49 days

4

Ialuk

Jun 16, 2017 + 42 days

5

ΣΤ.ΣΥΓΓΡΟΥ-ΦΙΞ

Jun 7, 2017 + 36 days

6

ΜΕΤΡΟ ΑΝΘΟΥΠΟΛΗ

Feb 8, 2017 + 35 days

7

Saint Anthony

Jun 13, 2017 + 27 days

8

Mentory

Jun 6, 2017 + 25 days

9

ΛΟΓΙΣΤΙΚΟ ΓΡΑΦΕΙΟ ΑΑΜΠ...

Oct 20, 2016 + 24 days

10

River West

Jun 16, 2017 + 24 days

11

Panepistēmio

Jun 17, 2017 + 24 days

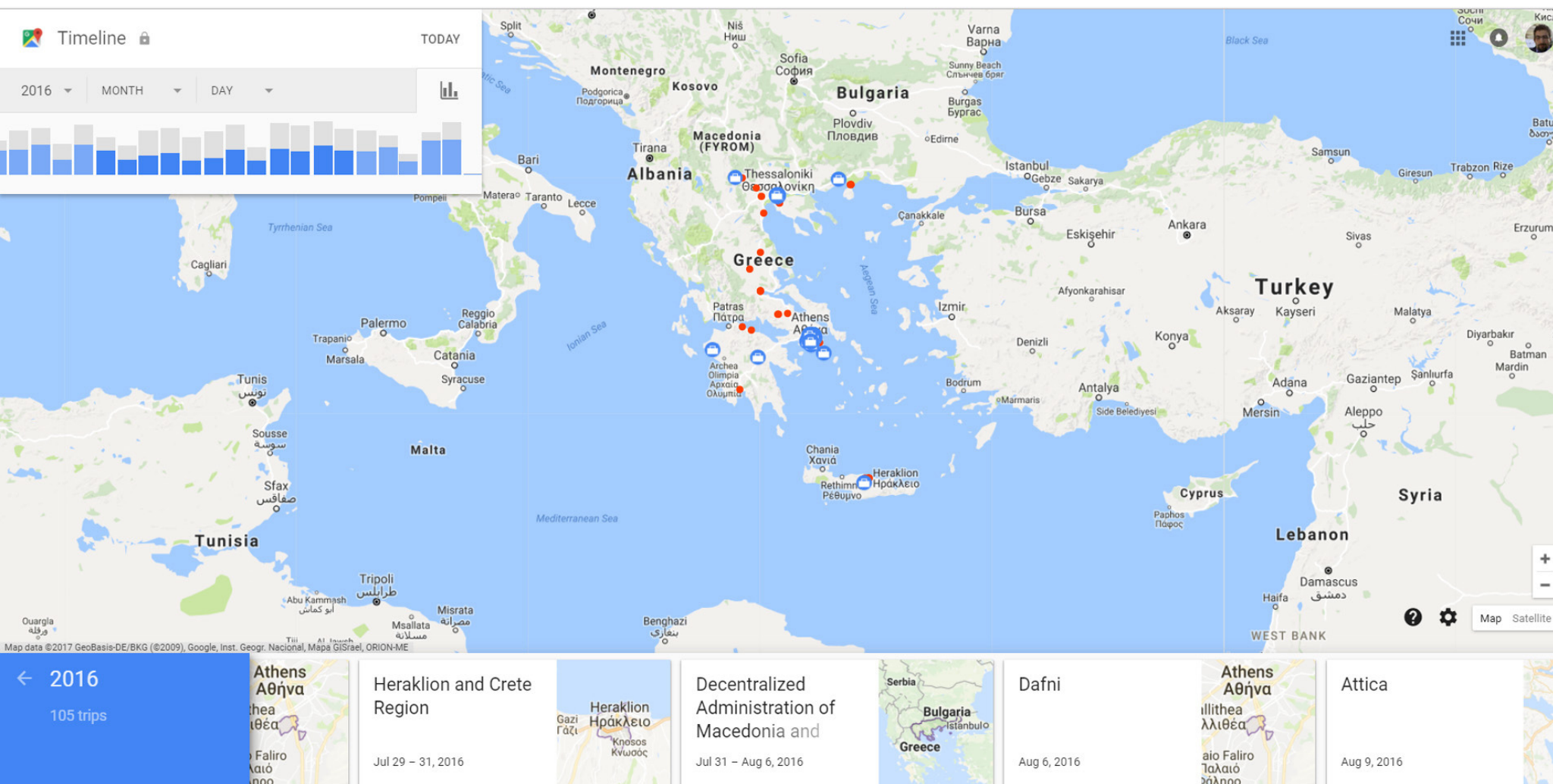
12

Το Στέκι του Κώστα

Jun 17, 2017 + 23 days



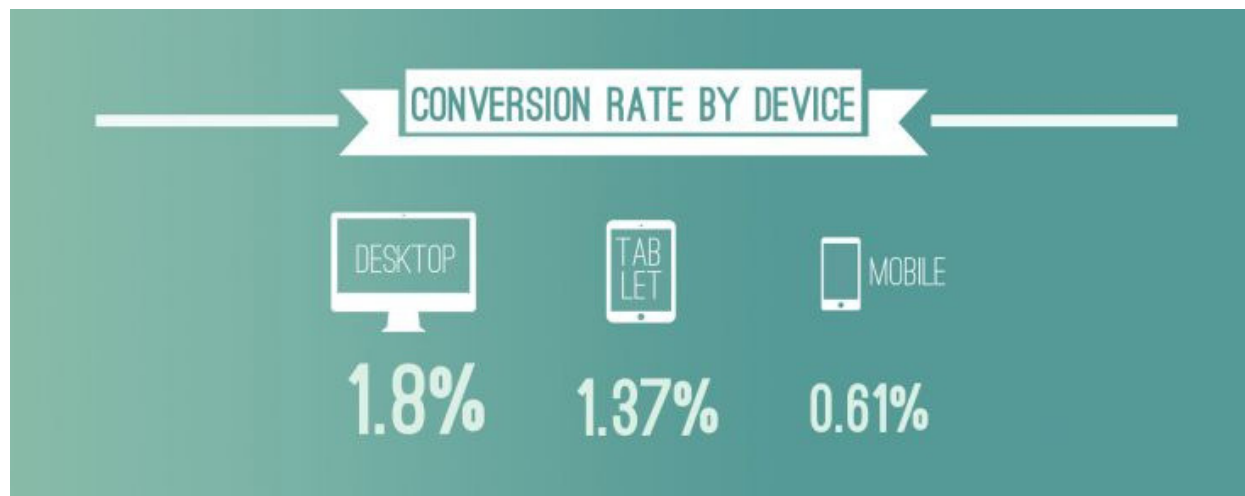
**innovationgroup**  
Advertising/Digital Marketing/Web Design



**innovationgroup**  
Advertising/Digital Marketing/Web Design

# E-Commerce KPI Study

ENGAGEMENT KPI		COMMERCIAL KPI
BOUNCE RATE	AVG. SESSION DURATION	CONVERSION RATE
35%	03:49	1.40%

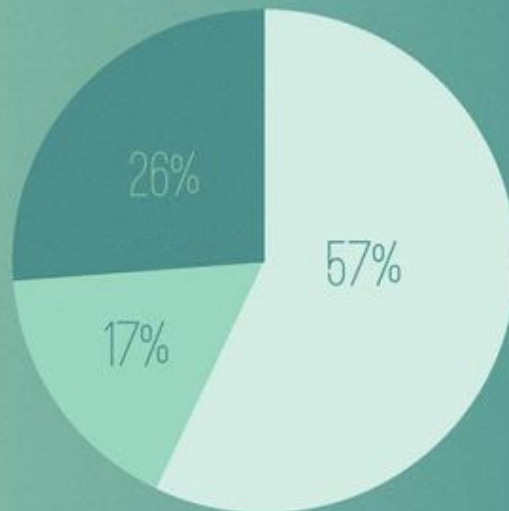




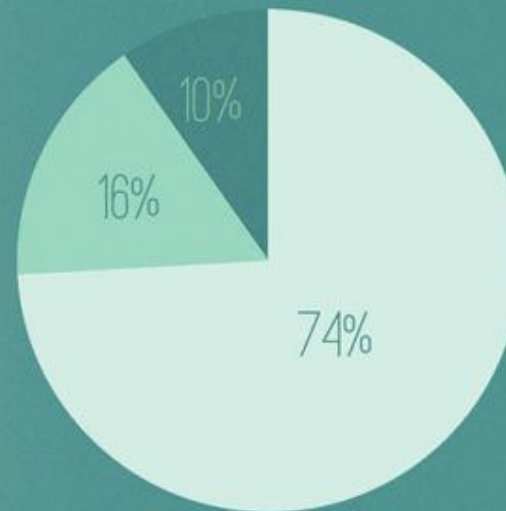
## DEVICES



### AVERAGE OF SESSIONS



### AVERAGE OF REVENUE



**innovationgroup**  
Advertising/Digital Marketing/Web Design

# Data is about people

"We jump to think that data is about algorithms -- (but) data is about people, when it matters."

Giorgia Lupi - Information designer

It's time to change our minds about data.

Lupi uses slow data, small data, crafted data and data-gathering as personal documentary to become more, not less human.



**innovationgroup**  
Advertising/Digital Marketing/Web Design



micro moments



All

Images

Videos

News

More

Settings

Tools

About 158,000,000 results (0.54 seconds)

**Micro-moments** occur when people reflexively turn to a device—increasingly a smartphone—to act on a need to learn something, do something, discover something, watch something, or buy something. They are intent-rich **moments** when decisions are made and preferences shaped.



How Micro-Moments Are Changing the Rules - Think with Google

<https://www.thinkwithgoogle.com/.../micro-moments/how-micromoments-are-changing-...>

? About this result ! Feedback



innovationgroup  
Advertising/Digital Marketing/Web Design



**innovationgroup**  
Advertising/Digital Marketing/Web Design





## I-want-to-know moments

---

65%

of online consumers look up more information online now versus a few years ago.<sup>2</sup>

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.<sup>3</sup>



## I-want-to-go moments

---

2X

increase in "near me" search interest in the past year.<sup>4</sup>

82%

of smartphone users use a search engine when looking for a local business.<sup>5</sup>



## I-want-to-do moments

---

91%

of smartphone users turn to their phones for ideas while doing a task.<sup>6</sup>

100M+

hours of "how-to" content have been watched on YouTube so far this year.<sup>7</sup>



## I-want-to-buy moments

---

82%

of smartphone users consult their phones while in a store deciding what to buy.<sup>8</sup>

29%

increase in mobile conversion rates in the past year.<sup>9</sup>



**innovationgroup**  
Advertising/Digital Marketing/Web Design

# What you can do?

Be there when your customers need you!

1. Make a moments map.
2. Understand customer needs in-the-moment.
3. Use context to deliver the right experience.
4. Optimize across the journey.
5. Measure every moment that matters.

## Be There - Be Useful - Be Quick



**innovationgroup**  
Advertising/Digital Marketing/Web Design

# Winning the Branding Moments



## That Matter



**innovationgroup**  
Advertising/Digital Marketing/Web Design

# What we can do for you ? **SEM 360**

- Keywords Research
- Micro-moments Buyer Circle
- Optimize Metasearch Engines (Skroutz - Booking)
- Context Optimize
- UX Optimize
- Competitors Analysis
- Technical - On Page /Off Page SEO
- Setup Tracking Codes
- SEM Monitoring - Reporting Analysis



**innovationgroup**  
Advertising/Digital Marketing/Web Design





“I urge you, when looking at data and insight, to look at what isn't there...that's so important.”

**Misia Tramp, Metia | #NYKConf**



**innovationgroup**  
Advertising/Digital Marketing/Web Design



# it's your turn!



feel free to ask questions



**innovationgroup**  
Advertising/Digital Marketing/Web Design



**innovationgroup**  
Advertising/Digital Marketing/Web Design

**Elias Tsaldaris**

Data Analyst | SEM-SEO Consultant

*thank you for your attention!*

+30 6976043256 - et@innovationgroup.gr  
10, Stratigou Napoleontos Zerva, Thessaloniki



**innovationgroup**  
Advertising/Digital Marketing/Web Design





#be creative